



"APPLE BLOSSOMS" BY J. CARRIGER. THE LATEST IN OUR FINE ART SERIES... DESCRIBED AND SOLD ON PAGE 744.

SPRING AND SUMMER 1946

Sears, Roebuck and Co.

SATISFACTION GUARANTEED OR YOUR MONEY BACK

EVERYTHING WE SELL
IS AVAILABLE ON
Easy Terms
SEE INSIDE BACK COVER

Patented in 1945. The price for any article listed or described herein applies to the selling office for that article as determined under the applicable maximum price regulation issued by the Office of Price Administration. If published by that office, we will, upon request, furnish you with statement of our maximum price for any of the commodities listed above which are listed in Sears, Roebuck and Co.

Kerrybrooke \$5.98
Each

Sears Famous Misses' Dresses

**Look for the name Kerrybrooke
..do you know what it means?**

It means more for your money in tested quality fabrics . . . better making in every stitch. Just turn a Kerrybrooke inside out and see the superior detailing, neatly pressed puffed seams with material allowed for "letting out" at sides. Blind stitched sleeve and skirt hems, 2-inches deep for lengthening. Waistlines, yokes and shoulder seams are taped or double stitched. Close-stitched buttonholes are uniformly spaced; reinforced belts; fine quality shoulder pads. It proves again, when you buy your fashions at Sears, you save every time.



Mallinson's Kameo Sheer rayon . . . an even-weave sheer with lots of body . . . is well known to Sears customers for good hang, long life. That's why we've teamed it with our outstanding Kerrybrookes.

Dresses on these 2 pages available after Feb. 1, 1946

A **Shirtwaist** in Kameo sheer rayon melts into soft, lovely lines and makes fashion headlines. Notice the gently curved collar . . . curved slit sleeve . . . double-curved set-in pockets. Contrasting belt has self tie. Unpressed front pleats on skirt. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size*. Shipping weight, 1 lb. 8 oz. ♦31 E 4200-Aqua blue ♦31 E 4202-Medium gray ♦31 E 4201-Bright yellow Each. \$5.98

B **Bow-tied casual** is smart any time, any where. Dainty scallops close waist . . . edge cap sleeves and set-in pockets. Neck shirring sweeps into waist darts for new softness. Unpressed pleats trim skirt front. Talon zipper placket. Kameo sheer rayon. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size*. Shpg. wt., 1 lb. 8 oz. ♦31 E 4205-Bright yellow ♦31 E 4207-Aqua blue ♦31 E 4206-Medium gray Each. \$5.98

C **Button-dress** with daring originality sweeps diagonally across to kimono sleeve, then buttons to hem. Huge pocket-on-square is played up with white scroll embroidery. Off-center front shirring on slim-hanging skirt. Kameo sheer rayon. Dry clean. Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size*. Shipping weight, 1 lb. 8 oz. ♦31 E 4210-Medium gray ♦31 E 4212-Bright yellow ♦31 E 4211-Aqua blue Each. \$5.98

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A **Shirtwaist** melts into soft, lovely lines \$5.98



Modern chrome and steel . . . for lustrous home beauty

Choose famous Harmony House quality . . . gleaming plastic, porcelain enamel and wood table tops protected by stain and heat-resistant finishes



Quality chrome plate—tested in Sears own laboratories to make sure it will meet rigid specifications for wearing quality—offers long-lasting beauty for your home. Greater rust-resistance—heavy chrome plating over nickel plated seamless steel tubing assures a gleaming surface that will wear for years without rusting.



\$4.89
Each

When sold
in pairs

4 for \$19.56

Smart chrome Chair with comfort-curved back

A masterpiece of modern chair-making! All the sturdiness that welded steel can give, plus the lasting quality of tested chrome plate and bright red artificial leather—combined in one smartly styled chair. The frame is heavy 1-inch seamless steel tubing, chrome plated over nickel to resist rust. The thickness of the plating is extra assurance of years of wear.

One-inch back is specially built on a curve for better support, greater comfort; both back and 15x14-in. seat are well padded and upholstered in washable red artificial leather. Back height, approximately 31 in. Shipped by freight or express. See the saving you make when you order chairs in pairs.

1 EM 2845—Two Chairs. Shpg. wt., 30 lbs. \$9.78
One Chair only. Shipping weight, 15 pounds. 5.50
Four Chairs. Shpg. wt., 60 lbs. 19.56

A Solid oak top . . . perfectly styled \$3.995

Choice of two smart finishes

\$3.995

Only \$5 Monthly

Dress up your breakfast room with beautiful oak—plus gleaming chrome and artificial leather. Extra large table (46x34 in.; extends to 56 in. with 10-in. leaf) has heat, water and stain-resistant finish on solid kiln-dried oak top. Sturdy tubular steel legs, heavily chrome and nickel plated. Chairs have padded seats, curved backs, gaily upholstered; stencil decoration. Chair ht., 32 in.; seat, 15x15 in. Choose either natural tan or lime oak table with red upholstery. *State table finish.* Shipped from near Chicago, Ill. by freight or express.

1 EM 2827—5-piece Set. Table, 4 chairs. Shpg. wt., 150 lbs. \$39.95

B Heat-resistant porcelain enamel top \$5.495

Side-extension leaves for extra room

\$5.495

Only \$5 Monthly

Sturdily built for everyday use in kitchen or dinette, smartly designed for up-to-date efficiency. Table has heavy baked-on porcelain enamel top that will stay good looking because it is heat, chip and stain-resistant. Roomy side-extension leaves; hairpin-type tubular steel legs; heavy chrome and nickel plating protects legs from rust. Utensil drawer. Chairs covered with washable red and beige (lt. tan) artificial leather, padded for comfort. Table top, 40x25 in. closed; 45x40 in. open. Chair ht., 31 in.; seat, 15x15 in. Shipped from factory near Chicago, Ill. by freight or express.

1 EM 2822F—5-piece Set. Table, 4 chairs. Shpg. wt., 155 lbs. \$34.95

C Modern laminated plastic top \$5.475

Side-extension leaves open to 43x40 in.

\$5.475

Only \$5 Monthly

Shining beauty in a table top of laminated plastic, the strong new material that resists heat, chipping, and stains from household acids—a pleasure to use because it is so easy to keep clean. Lustrous red laces-effect finish of the top and gleaming chrome of the hairpin-style legs will add a colorful accent to your dinette. Top has equalizing plastic sheets top and bottom to guard against warping. Utensil drawer. Convenient side-extension leaves add almost 35 more space. Chairs colorfully upholstered in bright red artificial leather, padded for comfort; curved backs accented with contrasting color webbing. Heavy, wear-resistant upholstery easily cleaned. Table and chairs have seamless steel 1-in. tubular legs, heavily chrome and nickel plated. Table measures 40x25 in. (43x40 in. with 2 leaves); chair ht., 32 in.; seat 15x15 in. Shipped from stock by freight or express.

1 EM 2828—5-piece Set. Table, 4 Chairs. Shpg. wt., 155 lbs. \$34.75
Chair only. Shipping weight, 15 lbs. 5.95

D Finest all-steel Kitchen Stool \$4.98

Flared semi-tubular legs . . . won't tip

\$4.98

Each

The best kitchen step stool we've ever seen! It has everything—super-strength, safety features, comfort and durability, plus good looks. All edges rounded, no rough places to scratch or tear. Will not tip even when you sit or stand on edge of seat—holds over 350 lbs. Steps lock firmly, will not fall out; rubber treads. Washable, chip-resistant baked-on finish, choice of red, black or blue, all with white trim. Seat size, 14x11½ in.; height, 24 in. Legs, 1½ in. in diameter.

1 E 01700—Shpg. wt., 16 lbs. Mailable. Please state color. \$4.98

Harmony

Styled for t

ast nooks

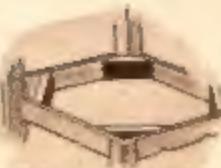
ing room

uilt for years of service and satisfaction

One extra leaf fits
firmly into easy-to-
open extension top
for more roomy
seating space.
Open, seats six with
plenty of extra room;
closed, seats four.



Full box seats
have glued-in
double dowel
construction, heavy
hot glued corner
blocks for addi-
tional strength at
all points of strain.



Long posts extend
from floor to top
of chair. Built with
this solid one-
piece post construc-
tion to give
chair additional
strength, rigidity.



Sturdy stretchers
are hot-glued
help brace legs
to give overall
strength and rigid-
ity to entire chair
for years of con-
stant family use.

Traditional design
Large seating space

\$55.50

5 pieces
or listed
\$5 monthly

- Larger—top surface 50x35 inches
- Heavier—more massive design
- More attractive—richly carved

Handsome set for the homemakers who prefer the more massive traditional carved design as well as the space saving features so necessary in a modern American home. The generous proportions of the table and chairs will give your breakfast room or dinette an air of gracious hospitality beside extra seating space for comfort. The limed oak or natural tan finish will retain its fine appearance for years and will give your room a bright and cheerful look. Wax occasionally to preserve finish. Set constructed of kiln-dried solid oak for constant use—you will appreciate its sturdiness in years to come.

Table—planned with more generous seating space. Extension top, 50x35 inches. With one 8-inch leaf, table measures 58 inches. Deep shaped apron with rounded corners adds to sturdiness, heavier, reinforced legs.

Chairs—Strongly built with continuous back posts; broad, shaped panel back. Full box seat covered in colorful artificial leather. (Sorry, no choice of color.) Sturdy stretchers for added rigidity. Seat, 17x15 in. Height, 35 in. Shipping weight, 138 pounds. *Stain finish.* 1 EM 2605—5-pc. Set. Table and 4 Chairs, \$55.50. Set shipped by freight or express from stock.



Modern Dinette Set
Table 45x32 inches

\$44.50

5 pieces
or listed
\$5 monthly

- Space saving—see dimensions
- Sturdy—built of solid oak
- Two finishes—limed or natural oak

Homemakers whose kitchen or dinette is the center of family activity . . . for meals, for study, or for games . . . will recognize that this set is sturdily built to withstand hard family usage. Constructed of kiln-dried solid oak and finished in choice of natural or limed oak (warm beige color). Will retain its freshness longer if waxed occasionally. Smart two-tone stencil decoration adds a gay note of color. Set looks so smart you'll want to spend more time in your kitchen or dinette. All pieces have trim lines and are built man-size for comfort, for extra convenience.

Table—generous size with recessed top; shaped legs and corner brackets. Legs are corner blocked for greater rigidity. Top size, 45x32 inches. Extends to 52 inches with one 7-inch leaf which is included.

Chairs—are sturdily built with continuous back posts. Full box seats covered in red or medium blue artificial leather. Seat, 17x14 inches. Height, 35 inches. Shpg. wt., 118 lbs. 1 EM 2621—Table, 4 chairs. *Stain finish.*



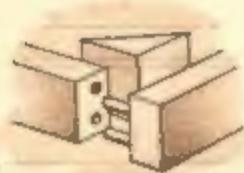
\$44.50



Choose maple for Colonial charm Ruggedly built, with spring seats



Spring-filled cushions give neat, trim lines. Thickly padded, resilient coils for true comfort.



Double doweled joints—2 wooden pegs fitted and hot-glued into frame to absorb strain and pressure.



Self-welted seats give a neat, tailored appearance. Help hold shape of seatry, and make a smart trim.



Platform Rocker
\$21.95

Create a charming effect for your living room with this well styled group. Selected hardwood, finished in ruddy Priscilla maple. Wide flat arms; carefully padded seat and back cushions, coil spring filled for comfort. Figured cotton tapestry cover in wine red or medium blue. Shipped by freight or express from factory near Newark, N. J.

1 EM 5004F—Please state pieces and color desired: wine red or medium blue.	\$53.95
Arm Chair, Seat, 18 1/2x18 in.; width, 27 1/2 in.; height, 32 1/2 in. Shpg. wt., 40 lbs.	\$12.95
Wing Chair, Seat, 18 1/2x18 inches; width, 27 1/2 in.; ht., 33 1/2 in. Shpg. wt., 45 lbs.	18.95
Davenport, Seat, 56x18 in.; length, 65 in.; height, 32 1/2 in. Shpg. wt., 80 lbs.	36.95
2-piece Suite: Davenport and Arm Chair. Shipping weight, 120 pounds.	53.95
3-piece Suite: Davenport, Arm and Wing Chairs. Shipping weight, 165 pounds.	71.95

Three maple finished hardwood Tables. Shipped by freight or express from stock.

1 EM 5005—End Table. Top, 25x14 in.; height, 23 in. Shipping weight, 12 lbs.	\$7.19
1 EM 5006—Lamp Table. Top, 22x22 in.; height, 27 in. Shipping weight, 15 lbs.	9.49
1 EM 5007—Coffee Table. Top, 30x18 in.; height, 17 in. Shipping weight, 18 lbs.	10.29

Platform rocker, designed for comfort. Resilient springs in deeply padded seat and back cushion. Wide flat arms. Solid hardwood frame finished in ruddy maple; figured cotton tapestry cover. Seat, 19 1/2x19 in.; ht., 35 in. Please state color: wine red or medium blue. 1EM5071F—Shpg. wt., 55 lbs. Shipped by freight or express from factory near Newark, N. J. \$21.95

Rocker or chair constructed of maple finished hardwood, with cotton tapestry upholstery. No-sag spring seats. Seat size: 22 1/2 in. wide, 19 1/2 in. deep; height, 34 in. Please state color: wine red or medium blue. Shipped by freight or express from stock.

1 EM 5039—Rocker, Shpg. wt., 22 lbs... \$13.95 1 EM 5038—Chair, Shpg. wt., 22 lbs... \$12.95



Rocker \$13.95
Chair \$12.95





Table tops give extra seating space

Six styles to choose from, each guaranteed to make your dinette or kitchen more colorful, more attractive. Sets are compact in design for the smaller room, but each table opens up to seat six comfortably. Sturdily built of seasoned oak, or birch and maple to withstand hard family use. Sets on this and opposite page are shipped by freight or express from stock in Mail Order House.



Junior Dining Set — 50x36-in. Table \$56.50 Cash \$5 Monthly
Junior Tudor style in solid oak with eight-leg table construction; natural finish. Floral stencil design on table top. Decorative carvings on deep on, table legs and chair. Table, 50x36 in.; opens to 60 in. with one 10-in. extension leaf. Heavy duty corner blocks brace legs for greater rigidity. Chairs have one-piece back posts. Removable slip seats covered in coral color (yellowish red) artificial leather. Seat, 17½x15½ in.; back ht., 17 in. EM 2642—5-piece Set: Table and 4 Chairs. Shpg. wt., 145 lbs. \$56.50



Extension type Colonial Dinette Set \$39.95 Cash \$5 Monthly
The authentic Early American styling of this dinette set will give your room an atmosphere of quaint charm. Neat and compact for the smaller dinette or kitchen but table seats six comfortably when extended. Made of birch and maple with a lovely Priscilla maple (reddish brown) finish. Attractive club type turned legs on table and chairs. Stretchers for additional strength. Table top, 38x28 in.; extends to 48 in. Seats are 16x14½ in. Height of back from seat, 16½ in. EM 2652—5-piece Set: Table and 4 Chairs. Shpg. wt., 92 lbs. \$39.95



Colonial Dinette Set — rugged construction \$47.95 Cash \$5 Monthly
Colonial style with mellow golden maple finish that will retain its fine appearance for years. Refectory table is 42x30 in.; opens to 64 in. with two end leaves. Held in place by patented metal grips. Constructed of birch and maple for hard use. Cross braces under table top help prevent warping; deep in. apron and heavy duty corner blocks screwed to legs add to rigidity. Chairs have one-piece back posts. Saddle seat, 17½x14½ in.; ht., 33½ in. EM 2643—5-piece Set: Table and 4 Chairs. Shpg. wt., 122 lbs. \$47.95



Solid oak Dinette Set . . . 40x32-in. table \$34.95 Cash \$5 Monthly
Compact style for the smaller dinette or kitchen. Constructed of well seasoned oak; natural tan finish. Gay stencil design adds a lively note of color. Recessed table top is 40x32 in.; extends to 50 in. with one 10-in. leaf. Note attractive fluted lines and reeded legs on table and chairs. Chairs have strong box seats securely corner blocked. Slip seats padded and covered in brightly colored artificial leather. (Sorry, no choice of color.) Seat, 16x14 inches. Height, 32½ in. EM 2639—5-piece Set: Table and 4 Chairs. Shpg. wt., 112 lbs. \$34.95



B Bow-tied casual with smart scallop trim \$5.98



C Button-dress slips on in jiffy-quick time \$5.98

All Kerrybrooke are available on Sears Easy Terms. See inside back cover for complete details.

ALL PAGE 3 . . DRESSES

Kerrybrooke \$5.77

Sears Famous Misses' Dresses

**Stunzi's rayon gabardine
is the season's most popular
fabric... little wonder, it wears
well, sheds wrinkles easily
and lends itself beautifully to
Sears fine Kerrybrooke
tailoring, specified below**

- **WAISTINES.** Yokes and shoulder seams are taped
- **ALL SEAMS** pinked. Side seams are pressed open and $\frac{3}{8}$ -inch wide to allow for easy letting out
- **SLEEVE BOTTOMS** have deep, blind stitched hems
- **SKIRT HEMS** blind stitched, 2-inches deep for lengthening. • Fine stitching throughout
- **SHOULDER PADS** of fine quality are detachable
- **CLOSE-STITCHED BUTTONHOLES** are uniformly spaced
- **NATIONALLY KNOWN** laboratory tested fabrics

Dresses on these 2 pages available after Feb. 1, 1946

A **Shirtwaist dress** is distinguished by casual simplicity. Single button closes fitted bodice. 3 button pockets, side gathers, kick pleat, trim skirt front. Twin-buckle belt. Smooth side placket closing. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. *State size.* Shipping weight, 1 lb. 8 oz.
♦31E4215-Medium green ♦31E4217-Melon(bright rose)
♦31E4216-Beige(light tan) Each.....\$5.77

B A casual gem with heart-shaped neckline and new squared yoke that buttons. Kick-pleat on skirt front. Side button pockets. Contrasting novelty belt matches buttons. Smooth side placket closing. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. *State size.* Shipping weight, 1 lb. 8 oz.
♦31E4220-Beige (light tan) ♦31E4222-Medium green
♦31E4221-Melon (bright rose) Each.....\$5.77

C Button-front favorite dramatizes kimono sleeves with button-trimmed triangular fold. Waist darts and side shirring on skirt front give it the season's softer look. Rayon gabardine. Dry clean. Sizes: 12, 14, 16, 18, 20; see page 13. *State size.* Shipping weight, 1 lb. 8 oz.
♦31E4225-Melon(bright rose)♦31E4227-Beige(light tan)
♦31E4226-Medium green Each.....\$5.77



A Shirtwaist dress has casual simplicity \$5.77

4 . . SEARS, ROEBUCK AND CO., PENSACOLA. Numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.



B Casual gem with heart-shaped neckline \$5.77



C Button-front favorite dramatizes sleeves \$5.77

Does your order total \$70 or more?* Sears Easy Terms are available—see inside back cover.

POBBERNS PAGE 5 . . DRESSES

Kerrybrooke \$5.77

Sears Famous Misses' Dresses

Mallinson's Rayon Bermuda broadcloth in exciting new prints . . tailored to Sears superior standards . . Hand washable; use gentle Lux

- Waistlines, necks and shoulder seams are taped
- All SEAMS pinked. Side seams are pressed open and $\frac{1}{8}$ -inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS blind stitched, are 2 inches deep for lengthening. • Fine stitching throughout
- SHOULDER PADS of fine quality are detachable
- CLOSESTITCHED buttonholes are uniformly spaced
- NATIONALLY KNOWN laboratory tested fabrics



MALLINSON'S Rayon Bermuda is a quality fabric that stands up to washing without losing its crispness or beauty. That's why it merits the fine tailoring that goes into Sears Kerrybrookes.

Dresses on these 2 pages available after Feb. 1, 1946

A Shirtwaist dress in white ploid on color ties in a flattering bow at neck. Covered buttons to below waist. Self side gathers on front of slim-hanging skirt. Self buckle belt. Rayon Bermuda cloth. Sizes: 12, 14, 16, 18, 20; scale on page 13. *State size*. Shipping weight, 1 lb. 8 oz.
 •31E4235-Light gray •31E4237-Medium green
 •31E4236-Melon (bright rose) Each \$5.77

B Two-piece in small floral print. JACKET has new fashion appeal with its smart gathered front peplum spiced with button-trimmed fold. Gored skirt. Self buckle belt. Rayon Bermuda cloth. Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size*. Shipping weight, 1 pound 8 ounces.
 •31E4240-Melon (bright rose) •31E4242-Medium gray
 •31E4241-Aqua blue Each \$5.77

C Button-front with oval neckline is charmingly feminine. Lacing at shoulder ends in pert bow, right where sleeve is slit. Side pockets and Shirring on skirt front; gored back. Rayon Bermuda cloth. Sizes: 10, 12, 14, 16, 18; scale, page 13. *State size*. Shipping weight, 1 lb. 8 oz.
 •31E4230-Medium green •31E4232-Melon
 •31E4231-Light gray (bright rose) Each \$5.77



A Shirtwaist dress ties in a flattering bow \$5.77



Two-piece in small floral print \$5.77



Button-front with oval neckline \$5.77

Have all the gay spring and summer clothes you need - available on Easy Terms - see inside back cover

ILL. PAGE 7. DRESSES

Kerrybrooke \$4.98

Sears Famous Misses' Dresses

Two-piece Suit Dresses
in our finest pre-shrunk
GINGHAMS and SEERSUCKERS
that hand wash beautifully
... use LUX; designed to give
you the new silhouette ...
tailored with Kerrybrooke
quality features to give
you a fine Sears value

- **ARM SEAMS** are picked. Side seams pressed open.
- **SKIRT HEMS** are blind stitched and 2 inches deep for lengthening. Fine stitching the whole time.
- **SHOULDER PADS** - If fine quality are detachable.
- **BUTTONHOLES** closely stitched for long wear.
- **NATIONALLY KNOWN** laboratory tested fabrics.

These dresses available after Feb. 1, 1946

A Woven gingham, "A Dan River Fabric" in triple-color and soft peplum jacket. Gathered at waist. Bias skirt pre-shrunk. 100% rayon. Shrink 1%. Sizes 14-16-18. 2-piece page 3. Piece 2. Skirt w/ belt. \$4.98
 #27 E 8206- Pink, black, green, plaid \$4.98
 #27 E 8201- Army blue, black, red, plaid \$4.98
 #27 E 8202- Yellow, black, red, plaid \$4.98

B Striped seersucker suit needs no pressing. Soft, easy-care sets. Softly ravel. jacket with belt. Two-piece jackets. Front waist pleat. 100% rayon. Pre-shrunk. 100% rayon. Shrink 1%. Sizes 14-16-18. 2-piece page 3. Piece 2. Skirt w/ belt. \$4.98
 #27 E 8205- Red and white \$4.98
 #27 E 8204- Brown and white, plaid \$4.98

C Checked seersucker styled with deep shoulder line gives the new broad look. Front skirt pleat. 100% rayon. Pre-shrunk. 100% rayon. Shrink 1%. Sizes 14-16-18. 2-piece page 3. Piece 2. Skirt w/ belt. \$4.98
 #27 E 8206- Brown and white check \$4.98
 #27 E 8207- Red and white check \$4.98
 #27 E 8208- Navy blue and white check \$4.98



A Woven Gingham two-piece suit dress \$4.98



B Striped Seersucker two-piece suit \$4.98

C Checkered Seersucker two-piece suit \$4.98

Sage's Easy Terms are available if your order totals \$10 or more. See inside back cover for complete details.

A PAGE 9 . . . DRESSES



**CROWN *Soap'n Water* FABRIC.. Tonespun Rayon in
linen-like weave.. unconditionally washable.. in Misses' sizes**

\$7.98
each

Available after February 1, 1946

Style	Color	Size	Price
100	White	12	\$7.98
101	White	14	\$7.98
102	White	16	\$7.98
103	White	18	\$7.98
104	White	20	\$7.98
105	White	22	\$7.98
106	White	24	\$7.98
107	White	26	\$7.98
108	White	28	\$7.98
109	White	30	\$7.98
110	White	32	\$7.98
111	White	34	\$7.98
112	White	36	\$7.98
113	White	38	\$7.98
114	White	40	\$7.98
115	White	42	\$7.98
116	White	44	\$7.98
117	White	46	\$7.98
118	White	48	\$7.98
119	White	50	\$7.98
120	White	52	\$7.98
121	White	54	\$7.98
122	White	56	\$7.98
123	White	58	\$7.98
124	White	60	\$7.98
125	White	62	\$7.98
126	White	64	\$7.98
127	White	66	\$7.98
128	White	68	\$7.98
129	White	70	\$7.98
130	White	72	\$7.98
131	White	74	\$7.98
132	White	76	\$7.98
133	White	78	\$7.98
134	White	80	\$7.98
135	White	82	\$7.98
136	White	84	\$7.98
137	White	86	\$7.98
138	White	88	\$7.98
139	White	90	\$7.98
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156	White	124	\$7.98
157	White	126	\$7.98
158	White	128	\$7.98
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197	White	206	\$7.98
198	White	208	\$7.98
199	White	210	\$7.98
200	White	212	\$7.98
201	White	214	\$7.98
202	White	216	\$7.98
203	White	218	\$7.98
204	White	220	\$7.98
205	White	222	\$7.98
206	White	224	\$7.98
207	White	226	\$7.98
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324	White	460	\$7.98
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331	White	474	\$7.98
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345	White	502	\$7.98
346	White	504	\$7.98
347	White	506	\$7.98
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358	White	528	\$7.98
359	White	530	\$7.98
360	White	532	\$7.98
361	White	534	\$7.98
362	White	536	\$7.98
363	White	538	\$7.98
364	White	540	



**Stünzi's CAREER...a rich dull-surfaced rayon crepe
that holds its shape...in dress-up successes for Misses**

\$8.98
each



Dresses with all the fine features of Sears Keitybrookes, plus the best type top stitching throughout with 12 to 16 stitches per inch, double stitched armholes. TALON zipper plackets.

Fan-like collar caught with flirty bow is done in a cuscious pastel for dramatic contrast. Dart-fitted bodice. Dry clean. Sizes 12, 14, 16, 18, 20, scale page 13. State size. Shpg. wt. 1 lb. 8 oz.
•31 E 4270—Black with ght pink \$8.98
•31 E 4271—Navy blue with light blue \$8.98

Richness of fabric...the season's newest, soft styling for dress-up enchantment...these are combined to give you the extra details you would only expect to find in more expensive dresses.

Soft peplos looped into lattice design gives a festive look to front of slim hanging gored skirt. Soft V neck ends in tiny folds perk'd with bow. Short cap sleeves. Self belt. Dry clean. Sizes 12, 14, 16, 18, 20, scale, page 13. State size. Shpg. wt. 1 lb. 8 oz.
•31 E 4272—Navy blue •31 E 4274—Medium gray. Each \$8.98

Catalog numbers marked & shipped from Philadelphia or Kansas City. Order pay postage from Sears nearest mail order house. These dresses are available on Easy Terms—see inside back cover for complete details.

SEE PAGE 11...DRESSES



LABTEX butcher rayon, a Brighton fabric woven to give the look and feel of linen. Misses'...

\$798
Each

Bumper-front dress is fashion's newest beauty with gay keyhole neckline and long sleeves; contrast contrast with sand brown trim. Length 36. Size 14. \$16.80. Scale 14. Page 54. *W* 100% rayon. *H* 100% rayon. *S* 100% rayon. *C* 100% rayon. *E* 100% rayon. *A* 100% rayon. *B* 100% rayon. *D* 100% rayon. *F* 100% rayon. *G* 100% rayon. *I* 100% rayon. *J* 100% rayon. *K* 100% rayon. *L* 100% rayon. *M* 100% rayon. *N* 100% rayon. *O* 100% rayon. *P* 100% rayon. *Q* 100% rayon. *R* 100% rayon. *S* 100% rayon. *T* 100% rayon. *U* 100% rayon. *V* 100% rayon. *W* 100% rayon. *X* 100% rayon. *Y* 100% rayon. *Z* 100% rayon.

Check on numbers marked & shipped from Philadelphia or Kansas City. Order per package from
the regular stock of the house. Will not use Spec. Fast Terms (it inside back cover for details).



Rayon jersey prints by Charmette.. wrinkle resistant

and firmly woven to retain their shape and to hang well..

\$8.98
each

Misses' size scale for figure with youthful bustline, slender waist.

Order sizes: 10 12 14 16 18 20 22
H bust in. 31 32 34 36 35 37 39 41 in.
H waist in. 24 25 26 27 28 29 30 32 34 in.
Waist arm. 34 35 36 37 38 39 41 42 44 in.
Dress lengths: 4 41 42 42 43 43 44 in.

These dresses have all the features of Sears fine Kerrybrookes, plus the best type top stitching throughout double stitched armholes TALON zipper plackets the season's most sought after fabric... softer 1946 styling which proves again that you get the good values you expect when you buy your fashions at Sears.

Square neckline has draped gathers caught with soft bows. Side darts give bodice fit. Dropped side gathers trim skirt front. Dry clean. Sizes 12, 14, 16, 18, 20, scale at left. State size Shpg wt. 1 lb 8 oz. #3144295-White ground with fuchsia rose print \$8.98

Two-way stripe uses black rayon grosgrain to trim neckline, slit and belt. Dry clean. Sizes 10, 12, 14, 16, 18, scale at left. State size Shpg wt. 1 lb 8 oz. #3144290-Aqua blue w/ black stripes \$8.98
#3144291-Pink w/ black stripes \$8.98

Catalog numbers marked & shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Sears Easy Terms are available if your order totals \$10 or more see inside back cover

ALL PAGE 13 DRESSES

**Our Best Suit Dresses
for misses...created in the
new, softer silhouette...
each an outfit in itself...
exquisitely tailored in the
season's most wanted fabrics
..and they're yours at a
sensible Sears price..**

- **WAISTLINES.** Yokes and shoulder seams are toped
- **ALL SEAMS** pinked. Side seams are pressed open and $\frac{1}{2}$ -inch wide to allow for easy letting out
- **ARMHOLES** are double stitched for smooth firm fit
- **SKIRT BOTTOMS** have deep, blind stitched hems
- **SKIRT HEMS** are toped, blind stitched, 2 inches deep for lengthening. Fine top stitching with 12 to 16 stitches per inch throughout each dress
- **TALON ZIPPER PLACKET.** Close stitched buttonholes
- **NATIONALLY KNOWN** laboratory tested fabrics

\$8.98



100 Denier rayon crepe by Berlinger in small floral and bow print, flows smoothly into the figure fitting lines of this flattering suit dress. Pleated self ruffles gathered into pretty rosette pockets highlight jacket front. Full gored skirt ripples gracefully. TALON zipper closing. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. Please state size. Shipping weight, 1 pound 8 ounces.
+31 E 4300—Aqua blue, with gray and pink print \$8.98
+31 E 4301—Med. gray, with rose print \$8.98

\$8.50



Frondy's Glamour rayon crepe is fashioned into the season's most feminine suit dress. Round neck is cut into dainty twin scallops and set off with frothy white ruffled lingerie dickey, detachable. Curved jacket front accents softness with gentle side flaring. Gored skirt TALON zipper placket. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.
+31 E 4307—Navy blue.....\$8.50
+31 E 4308—Medium gray.....\$8.50

\$8.98

□ **Rayon Bengaline**, a firm textured, closely ribbed fabric designed in a smart dart-fitted suit dress. Soft roll collar is trimmed with big self bow that slips in under collar, can be removed when you wear a blouse. Fancy button closing. Full gored skirt hangs in slim folds. TALON zipper placket. Dry clean. Sizes: 12, 14, 16, 18, 20; see size scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.
+31 E 4305—Black.....\$8.98



□ Suit dress highlighted with rosette pockets \$8.98



■ Suit dress 10% off with white lingerie \$8.50

Sears Easy Terms are available if your order totals \$10 or more... see inside back cover for details.



■ Suit dress trimmed with big self bow \$8.98

SEE PAGE 15 - DRESSES

**MOTHERS-TO-BE.. you
don't have to choose
between smart fashion
and comfort at Sears..**

**these dresses are
specially designed to
flatter and still meet
your ever-changing
figure measurements..
adjustable features
are cleverly hidden..
wear these after
baby comes, too.**

These are the very same styles making fashion news in our regular size dresses. We adopted the smartest of them so you could look your youngest and prettiest while waiting for baby to arrive. Order your usual size, as we have amply allowed for figure changes with scientifically arranged adjustment features. Sears brings you what you want at down-to-earth prices. It costs little to be well-dressed when you buy from Sears.

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house. Why not order your complete wardrobe-in-waiting at one time, using Sears Easy Payment Plan? Full information is given on inside back cover. At the same time, you might think about Baby's layette needs—see baby goods section and add what you want to your Easy Terms order. Buy now... buy the best.

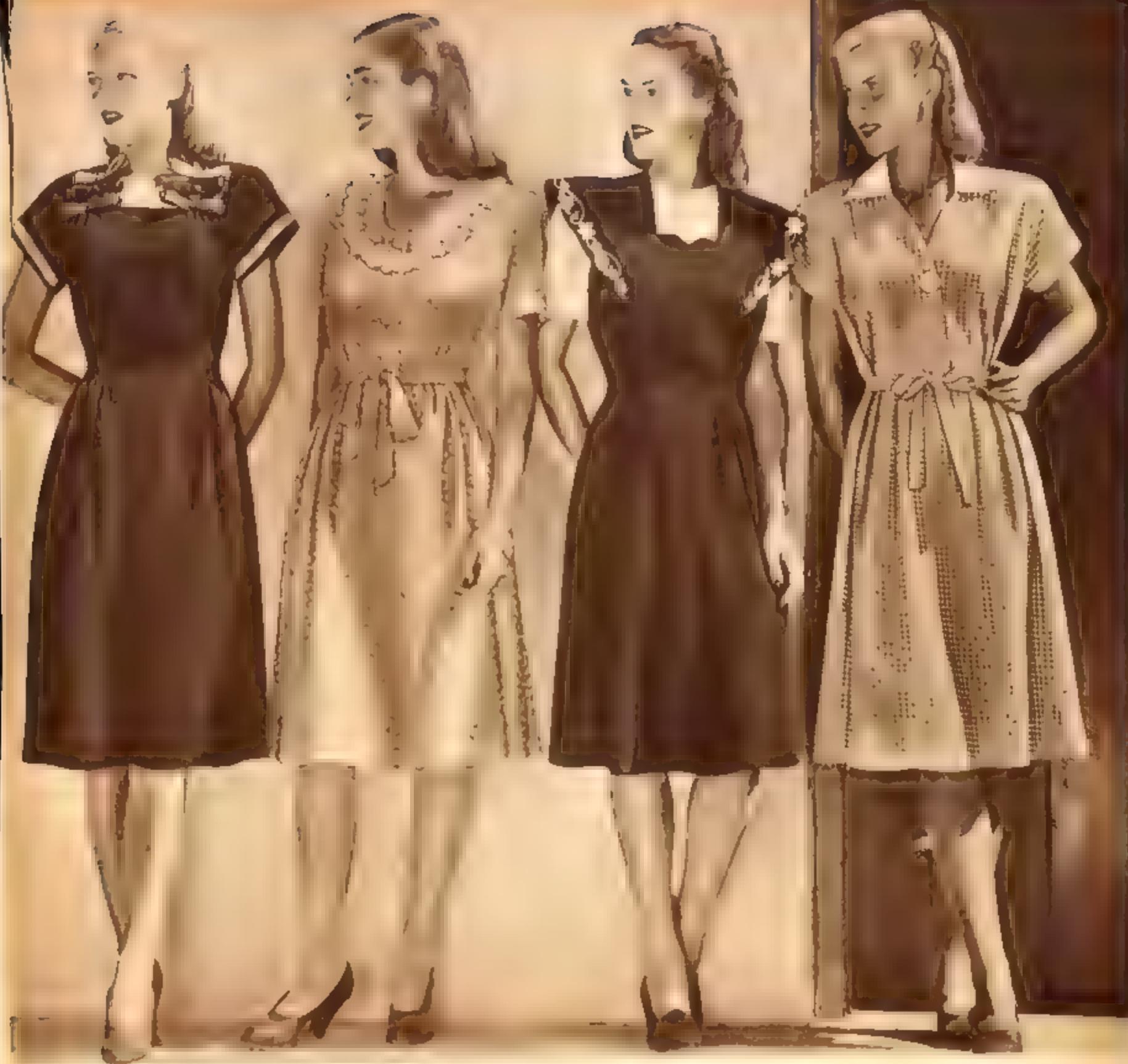


Rayon-crepe \$4.98 **Rayon-and-cotton floral \$3.79** **Cotton Percale \$1.98**

Sears famous Smock dress comes in 3 favorite spring-and-summer fabrics. It's a top ranking style for mothers-to-be because of its young Peter Pan collar, easy fit and non-binding comfort. All you do is tie the belt to adjust it. Sizes: 12, 14, 16, 18, 20, 22, scale, page 13. State size. Shpg. wt., ea., 1 lb. 8 oz. **Our best quality spun rayon**—in polka dot print. Hand washable, use Lux. ♦31E5900—Medium green ♦31E5902—Medium blue ♦31E5901—Medium grey Each \$4.98 **Rayon-and-cotton**—monotone print, hand wash, use Lux. Available after February 1, 1946. ♦31E5903—Aqua blue ♦31E5906—Rose Each \$3.79 **Cotton Percale**—cool and crisp, easily washable ♦31E5957—Colorful floral print \$1.98

Best quality spun rayon \$5.98 **Fine quality spun rayon \$4.98**

Your pet button-front classic. Kimono-cap sleeves repeat scallop detail. Easy adjusting snaps release extra fabric. Sizes: 12, 14, 16, 18, 20, scale page 13. State size. Shpg. wt., ea., 1 lb. 8 oz. **Our best quality spun rayon**—in polka dot print. Hand washable, use Lux. ♦31E5910—Aqua blue, white dot \$5.98 ♦31E5911—Bright rose, white dot \$5.98 ♦31E5912—Navy blue, white dot \$5.98 **Fine quality spun rayon**—in solid colors. Hand washable, use Lux. Available after Feb. 1, 1946. ♦31E5915—Medium blue \$4.98 ♦31E5914—Medium rose \$4.98



\$6.98

The bow dress in rich alpaca-type rayon crepe is an important fashion meant for important occasions. It squares a neckline and diverts attention with its colorful bows and sleeve bands. Lovely slim lines achieved by adjusting reserve folds of fabric with spaced snaps, hidden under tie-back sash. Skirt is softly shirred. Dry cleanable. Sizes: 12, 14, 16, 18, 20. Size scale, page 13. Please state size. Shipping weight, 1 lb. 8 oz.

*31 E 5920—Black, \$6.98
 *31 E 5921—Navy blue .. \$6.98

\$5.98

The U-necked dress in popular Bemberg rayon sheer comes in a neat, fresh-looking print. The buttoned top, crisply accented with dainty white eyelet embroidery, makes it easy to slip into. Drawstring waistline has deep-clustered gathers to accommodate day-to-day figure changes. Belt ties conceal adjustment. Hand washable; use Lux. Sizes: 12, 14, 16, 18, 20; size scale, page 13. State size. Shpg. wt., 1 lb. 8 oz.
 *31 E 5932—Medium blue \$5.98
 *31 E 5933—Medium rose \$5.98

\$4.98

The Spun Rayon Jumper is beloved by mothers-to-be for its easy wearability and fine figure magic. News in its epaulet shoulders, dressy white embroidery touches. Has a clever sweetheart neckline, too. Trim waistline hides deep folds of reserve fabric snipped in place to take care of figure expansion. (Blouse not included.) Dry clean. Sizes: 9, 11, 13, 15, 17; size scale, page 23. Please state size. Shpg. wt., 1 lb. 8 oz.
 *31 E 5938—Navy blue ... \$4.98
 *31 E 5939—Medium rose \$4.98
 Available after Feb. 1, 1946

\$2.98

The White-collar dress in lovely rayon and cotton check is an exciting new edition of that easy to wear shirtfrock. Flattering open-throated neckline ends in a big button. Sleeves are fashion's new extension variety. Unpressed pleats and side folds secretly hold the fabric you need for figure expansion. Belt conceals it. Hand wash, use Lux. Sizes: 9, 11, 13, 15, 17; size scale, page 23. State size. Shpg. wt., 1 lb. 8 oz.
 *31 E 5935—Red and white \$2.98
 *31 E 5936—Blue and white \$2.98
 Available after Feb. 1, 1946

Numbers marked * shipped from Philadelphia or Kansas City. Order and pay postage from Sears nearest mail order house.

ALL PAGE 17 . . DRESSES



Frankly's Rayon Cubana cloth for distinctive styling . . .
a famous name fabric with wonderful texture, easy drape . . . \$3.98
firm woven . . . perfect for these go-everywhere Dresses

The slim-neckline dress shows off new cross-over shoulders and a great hip pocket at the side with ribbons to cinch over them. Below is our slimming skirt with soft waistless Kayon crepe with long mean skirt #12 \$6.18 21" can page 13 same skirt waistless with belt or skirt #13 \$4.00 Bright yellow \$3.98 #14 #43-1 by a blue \$3.98 #15 #42-2 Rose pink \$3.98

The corrigon colour changed to brown
while it is buried in water when
an- fash or with salt & fresh water
the best ~~part~~ was more than 10 cm
above the sea bottom being
below it a thin brown line. No
further details of colour and
size of the body were given
size of shrimps weight 1.2 kg
#3 E 4314 length 56 mm
#3 E 43-3 Melon weight 3.3 kg

The bow tie dress puts emphasis on
horizontal sharp contrast straight
down to lower front on the sleeve
to accent new voice she uses. Polyester
washable cotton in sleeve. Set in
green, from day gathers. Reason Cu
bars. 44. Dry clean. Sizes 12 14
16 18 20 use same page 3. Mater
100% poly. q. g. weight 1.4 lb. \$3.95
#3 E 4321 Deep a/a blue \$3.95
#3 E 4322 Bright blue \$3.95

The dark shirtfrock handles stripes expertly hides a button closing beneath the summing fly front. Len her-like belt. Rich touch of white monogram lace embroidery. Rayon Cubana cloth. Fly wear. Sizes 12 14 16 18 20. Size wear page 13. *Pirose slate size* shipping weight 1 lb. 8 oz. #3 E 43 8 *Men's am green and white* #31 E 43 9 *Men's bright rose and* white



All-day Dresses in popular, fine quality rayons . . .

silk-smooth or pebbly crepes . . . fresh, crisp sharkskin . . .

hand washable separately . . . use Lux to help keep colors fresh

\$3.98
each

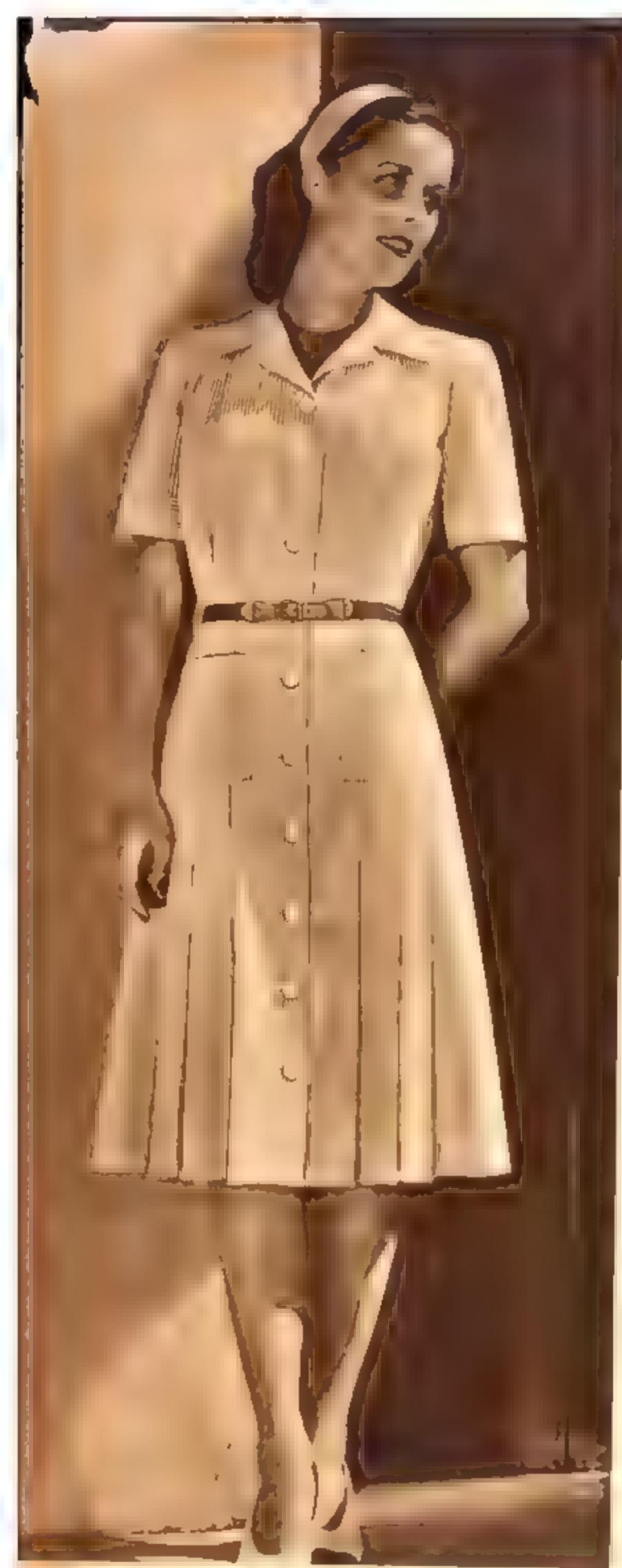
Cobtex Rayon Sharkskin. A firm woven non-welling fabric ideal for the number one shirtwaist. Gathered pockets. Fine striking finish. Contrasting ribbons. Leather-like belt. Hand wash. Sizes 12 14 16 18 20 scale page 13. Store size 4. Shipping weight 1 lb 8 oz. #31 E 4325 White \$3.98
#31 E 4327 Red and white \$3.98
#31 E 4328 Green and white \$3.98

Sandgrain, a Labtex Rayon fabric with small petit point weave is perfect choice for the perky peplum dress. Square neckline, buttoned top and bow tied peplum with white ruffles or cyclot embroidery that cascade prettily down to hem. New cap sleeves taper into waistline. Shirring at hips. Hand washable. Sizes 12 14 16 18 20 scale page 13. Store size 4. Shipping weight 1 lb 8 oz. #31 E 4330 Aqua blue \$3.98
#31 E 4331 Brige light tan \$3.98
#31 E 4332 Lime light green \$3.98

French-type Rayon Crepe is softly tailored into a dressy button front print. Square neckline edged with loamy white ruffles or cyclot embroidery that cascade prettily down to hem. New cap sleeves taper into waistline. Shirring at hips. Hand washable. Sizes 12 14 16 18 20 scale page 13. Store size 4. Shipping weight 1 lb 8 oz. #31 E 4337 Med gray ground \$3.98
#31 E 4338-Light rose ground \$3.98
#31 E 4339-Med blue ground \$3.98

Catalog numbers marked * shipped from Philadelphia or Kansas City. Order pay postage from 50c to 75c. Your complete summer wardrobe on easy terms; see inside back cover.

ALL PAGE 19 DRESSES



A Kerrybrooke Lonsdale Cord Shirtfrock \$3.98

**Well made cottons
with a quality look . . Lux care
helps keep them lovely**

**Kerrybrooke Shirtfrock in
washfast Lonsdale Cord**

\$3.98

- Fullness under front and back yokes for easy action
- Strong stitching throughout . . seams neatly pinked
- Fresh water pearl buttons down front are closely spaced so skirt sits smoothly; will not gap open
- Rich novelty belt, well made with leather-like trim
- Blind stitched hem, 2 inches deep for lengthening
- Skirt has generous front pleats; gores in back

A When does a dress have everything in its favor? When it's a Sears shirtfrock, tailored the Kerrybrooke way. That means a cleanly-turned collar, easy sleeves, free-action tucks at waistline, pockets properly placed. Sharing the glory a dress like this receives in the fabric it's made of . . superb quality corded chambray, with precise stripes when in to stay . . pride of the century-old Lonsdale mill in Rhode Island. Pre-shrunk (max. shrinkage 3%). Washfast. Sizes: 12, 14, 16, 18, 20; size scale on page 13. *State size.* Shipping weight, 1 pound. #27 E 8210—Blue and white #27 E 8213—Lavender and white #27 E 8211—Brown and white white #27 E 8212—Green and white #27 E 8214—Red and white Each \$3.98

Descriptions of dresses shown on opposite page

B The two-piece dress in fine-woven checked cotton suiting spot lights a new yoke on its well-fitted, buttoned top. Has becoming notched collar, sleek set-in waistband. Skirt is goored to flare gently, snaps smoothly at side. Washable. Sizes: 12, 14, 16, 18, 20; see size scale on page 13. *State size.* Shipping weight, 1 pound. #27 E 8225—Black and white checks \$3.95

C The button-fronter in smooth-finish, woven chambray with fashion's new butterfly-cap sleeves of dazzling white eyelet embroidery. Perky bow ties at throat; belt nips waistline above a softly flared front skirt. Washfast. Sizes: 12, 14, 16, 18, 20; scale, page 13. *State size.* Shipping weight, 1 pound. #27 E 8224—Pink #27 E 8226—Light blue #27 E 8227—Beige (light tan) Each \$3.98
Available after February 1, 1946

D The fly-front dress in crisp waffle pique comes in a splashy posy print. Has flattering shirt collar, easy bodice and slightly flared skirt . . smartly simple lines that are always good fashion. Fine dressmaking touches like white pique pleats on collar, shoulder and skirt pockets. Washfast. Sizes: 12, 14, 16, 18, 20; scale on page 13. *State size.* Shipping weight, 1 pound. #27 E 8230—Red and white \$3.98 #27 E 8231—Navy blue and white \$3.98
Available after February 1, 1946



 The two-piece Dress \$3.98

 The button-front Dress \$3.98

 The fly-front Dress \$3.98

Everything at Sears is available on Easy Terms—see inside back cover for complete details.

ALL PAGE 21 DRESSES



Delightful cottons for misses . . . spiced with bright,

young fashion flashes . . . wash crisp and clear; use Lux

\$3.98

Shirtwaist dress in fine quality sheer cotton is sprinkled with tiny white dots. There's head turning flattery in its fluffy self ruffled pockets played up with crisp white ric-rac. Soft shoulder gathers; darts sleek in your waist. Wide inverted pleat on skirt front. Hand wash. Sizes 12, 14, 16, 18, 20; scale, opposite page. State size Shpg. wt., 1 lb. #27E8232—Navy blue . . . \$3.98 Available after Feb. 1, 1940

U-neckline is framed with a flutter of self ruffles outlined with dainty cotton lace and extending to kimono sleeves. Soft top; full shirring on skirt front. Self belt rips in waist. Yarn dyed woven striped broad cloth. Washfast. Sizes: 12, 14, 16, 18, 20; scale, opposite page. State size Shpg. wt., 1 lb. #27E8235—Rose ground \$3.98 #27E8234—Med blue ground \$3.98 Available after Feb. 15, 1940

Bow Neck button fronters uses cross stripes for the broad shoulder look. Soft top; full shirring on skirt front. Self belt rips in waist. Yarn dyed woven striped broad cloth. Washfast. Sizes: 12, 14, 16, 18, 20; scale, opposite page. State size Shpg. wt., 1 lb. #27E8240—Blue and white \$3.98 #27E8241—Red and white \$3.98 #27E8242—Green and white \$3.98 #27E8243—Brown and white \$3.98 Available after Feb. 1, 1940

Button-fronter has pointed shoulder tabs with white sauter buttons, like the ones marching down front. Set in belt, 3-color squares with small overprint in Sanforized cotton broadcloth (max shrink, 1%). Washable. Sizes: 12, 14, 16, 18, 20; scale, opposite page. State size Shpg. wt., 1 lb. #27E8244—Blu, gray and white \$27E8245—Tan, lime green and white Each \$3.98 Available after Feb. 1, 1940



**Cottons, cotton-and-rayon for misses in the season's
most becoming styles and colors . . . easy to whisk through Lux**

\$298

Soft casual uses bias bands to trim slashed cardigan neckline and side skirt pockets. Woven cotton gingham in bright plaid. Front tie waist. Side placket. Washable. Sizes: 12, 14, 16, 18, 20; scale below. *State size.* Shipping weight, 1 lb.
 ♦27 E 8247—Brown ♦27 E 8249—Red
 ♦27 E 8248—Green Each \$2.98

Order sizes: 10 12 14 16 18 20 22
 1 hips arm: 34 35 36½ 38 39½ 41 43 in.
 1 waist in: 24 25½ 27 28½ 30 32 34 in.
 1 bust in: 31 32½ 34 35½ 37 39 41 in.
 Dress lengths: 41 41½ 42 42½ 43 43½ 44 in.

Charming white bow print on solid ground in Sanforized cotton (mat. shrink, 1%). Bows accent circular collar that extends width of shoulderline. Set-in belt. Gathers on skirt front. Washfast. Sizes: 12, 14, 16, 18, 20, scale at left. *State size.* Shpg. wt., 1 lb.
 ♦27 E 8250—Med green \$2.98
 ♦27 E 8251—Rose \$2.98
 Available after Feb. 1, 1946

Shirtwaist dress in striped cotton seersucker has new flange pockets that button over leather-like belt. Soft gathers at shoulder. Inverted front pleat on straight skirt. Washable. Sizes: 12, 14, 16, 18, 20; scale at left. *State size.* Shpg. wt., 1 lb.
 ♦27 E 8252—Blue and white
 ♦27 E 8253—Red and white
 Each \$2.98
 Available after Feb. 1, 1946

Button-fronter in cotton and rayon has white polka dots. Shoestring bow trims round neck. Cape effect shoulder yoke and new extension sleeves are edged in white eyelet embroidery. Hand wash separately. Sizes: 12, 14, 16, 18, 20; scale at left. *State size.* Shpg. wt., 1 lb.
 ♦27 E 8254—Navy blue \$2.98
 ♦27 E 8255—Rose \$2.98
 Available after Feb. 1, 1946

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest your order house. It's easy to buy your fashions at Sears on Easy Terms. See inside back cover for complete details.



Thrifty favorites for Misses . . . with new fashion touches . . .

well made of crisp, durable rayon-and-cotton fabrics

\$298
each

The **Velveray** check bands its new rounded shoulders and shirted halter in wide strips of black self fabric. Wonderful way of showing off the softened lines of this shirt top dress. Rayon and cotton. Dry clean. Sizes: 12, 14, 16, 18, 20. Scale page 13. Sale size. Shipping wt. 1 lb 8 oz. #3 E 4343-Lime light green. #3 E 4344 Bright rose. \$2.98 Available after Feb. 1946.

The square-necked dress adds a fluttering front panel for a smart 2-piece look. Has a buttoned top and white embroidery detail. Shoulders smartly rounded. Skirt grace and grace. Rayon and cotton. Hand wash. Sizes: 12, 14, 16, 18, 20. Scale page 13. Sale size. Shipping wt. 1 lb 8 oz. #3 E 4343-Aqua blue. \$2.98 #3 E 4344-Bright rose. \$2.98 Available after Feb. 1946.

The button-front floral slits its cardigan neckline and drops two bows from new draped shoulder interseams. Belted slinky in black leather-like fabric. The shirted skirt. Rayon and cotton. Hand wash. Use Lux. Sizes: 12, 14, 16, 18, 20. Scale page 13. Sale size. Shipping wt. 1 lb 8 oz. #3 E 4345-Bright rose. \$2.98 #3 E 4346-Aqua blue. \$2.98 Available after Feb. 1946.

The bow-tie dress makes way for the attractive new keyhole neck line, playing it up with dazzling white embroidery. Kimono sleeves taper into slim waistband. Nice belted skirt. Laces. Rayon and cotton. Hand wash. Sizes: 12, 14, 16, 18, 20. Scale page 13. Sale size. Shipping wt. 1 lb 8 oz. #3 E 4348-Medium green. \$2.98 #3 E 4349-Light yellow. \$2.98 Available after Feb. 1946.

**JUNIORS..We're for you
..and your pet fashions..
the dresses with pure allure
..close little tops, high-
riding waistlines and as
much skirt as possible..
start here with our "eye-
opener", the Lattice Dress
and go on being dazzled
with what appears on the
following 10 pages..**

\$6.98

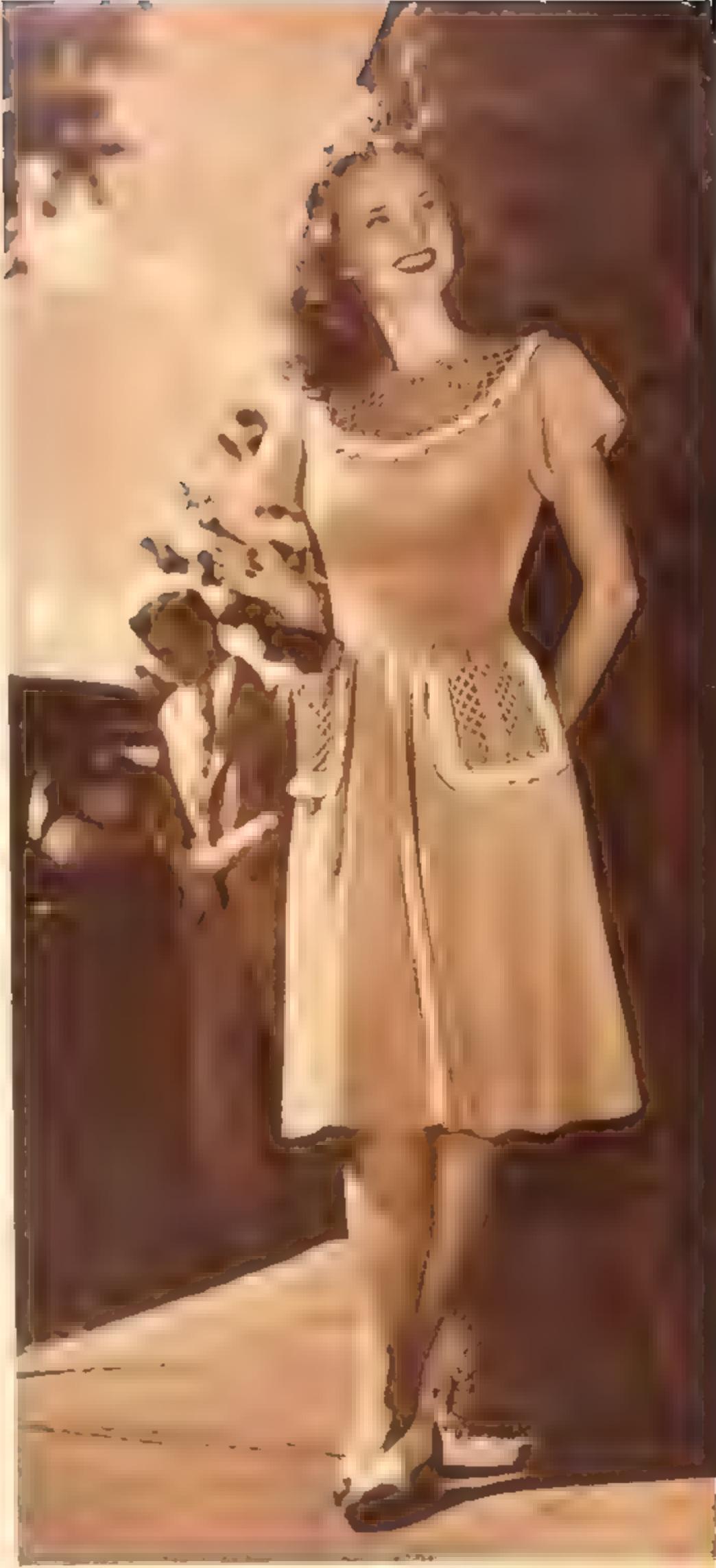
Available after Feb. 1, 1946

What dress earned this pin-up place in our catalog? The dress with the peek through lattice work, of course. And what fabric shows it off to best advantage? Frankly's crisp, ever fresh rayon Cubana Cloth is a natural. A yoke of criss-cross fabric swirls out from a high round neckline and is edged in snowy white eyelet embroidered ruffles. Huge square pock-ets are done the same way. See how its top follows your figure lines, clings close to your waistline. The dropped-shoulder cap sleeves are big fashion news this season. Plenty of gathers give the skirt that desirable fullness. It's the dress of the year—wear it anywhere

anytime. Dry clean. Sizes 9, 11, 13, 15, 17, size scale, below. State size. Shpg. wt., 1 lb. 8 oz. #31 E 4000—Pink #3 E 4002—Bright yellow #31 E 400—Aqua blue Each \$6.98

Do your measurements fit this scale?					
If they do, you're lucky—you can wear these junior fashions.					
Order 9 size	9	11	13	15	17
Hip size	33	34½	36	37½	39
Waist size	23½	24½	26	27½	29
Hip bust	30½	32	33½	35	36½
Dress length	39½	40½	41	41½	42

Everything at Sears is available on Easy Terms
If your order totals \$10 or more. See inside
back cover for complete details



The pin-up lattice dress

Kerrybrooke \$5.77

Sears Famous Junior Dresses

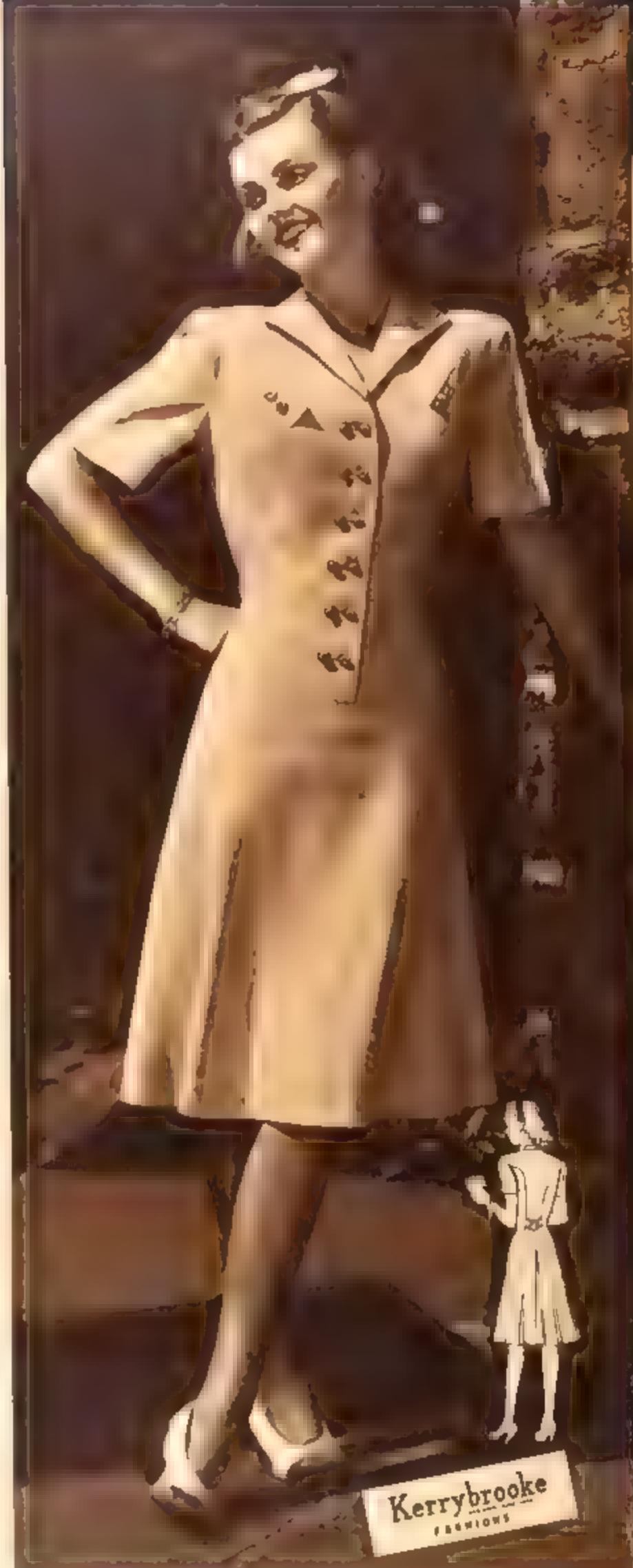
**Look.. Junior Kerrybrooke
dresses in rayon gabardine and
Latex rayon.. that means
they're top-ranking aces
in fabric, workmanship,
fashion pertness.. and you'll
notice their sensible price**

- **WAISTINES.** Yokes and shoulder seams are taped
- All **SEAMS** are pinked. Side seams are pressed open and $\frac{3}{8}$ -inch wide to allow for letting out
- **SLEEVE BOTTOMS** have deep, blind-stitched hems
- **SKIRT HEMS** are blind-stitched and 2-inches deep for lengthening fine stitching throughout
- **SHOULDER PADS** of fine quality are detachable
- **TAION ZIPPER** placket. Close-stitched button holes
- **NATIONAL KNOWN** laboratory tested fabrics

A) High-spirited princess style has surprise back pleats. See how clever they look, 4 box pleats on set-in band. Bodice stripes have white edging that forms a triangle and extends to end of sleeves. Latex rayon, faille-type fabric. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 25. State size. Shipping wt., 1 lb. 8 oz.
\$31 E 4035—Light blue \$31 E 4037—Bright yellow
\$31 E 4036—Bright rose Each \$5.77

B) Button-front pet is casual for all time wear. Petal-shaped button collar is prettied with contrasting polka dot ties in a choir boy bow. Shoulder pleat, waist tucks. Button cuffs. Off-center shirring on skirt front. Rayon gabardine. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 25. State size. Shipping weight, 1 lb. 8 oz.
\$31 E 4010—Aqua blue with rose polka dot ties \$5.77
\$31 E 4011—Lt. tan with brown polka dot ties \$5.77
Available after Feb. 1 1946

C) Musical notes create a peek-a-boo effect at neck with white rayon braid trimming that goes to hem. All 'round shoulder fold on cap sleeve. Side insets, front tie, show off flattering princess lines. Talon zipper closure. Rayon gabardine. Dry clean. Sizes: 9, 11, 13, 15, 17, scale, page 25. State size. Shipping weight 1 lb. 8 oz.
\$31 E 4005—Bright rose \$5.77
\$31 E 4006—Aqua blue \$5.77
Available after Feb. 1 1946



A) High-spirited princess style has surprise back pleats \$5.77



Kerrybrooke
FASHIONS

B Button front pet has polka dot ties in choir boy bow \$5.77

Kerrybrooke
FASHIONS

C Princess dress with new peek-a-boo neckline \$5.77

Does your order total \$70 or more? Sears Easy Terms are available or complete details see inside back cover

ILL, PAGE 27 DRESSES

JUNIORS

**Cotton belongs to
You...to the sun and
summer...to every day
or night activity.**

Young, sweet and
clean . . . easy to keep
that way by sudsing
in gentle Lux. There's
tang in the styles, the
knowing touches, the
special colors and
patterns . . .

\$4.98
each

Here is the new look in Junior Cottons and any fashion magazine will dictate what we say. Shoulders are broadened by puffed-up sleeves, waistlines tightly cinched by sleek midriffs, skirts billowing out below. Two of them are by ANN HOLLOWAY, the famous designer idolized by Juniors. She features those wonderful new "flyaway" sleeves. All possess Sears typically fine fabrics, fine sewing and careful finish.

Do Your Measurements Fit This Scale?

They do you're lucky		you can wear these			
Junior Positions		9	11	13	15
Order size	9	11	13	15	17
Top size	33	34 1/2	36	37 1/2	39
Front size	23 1/2	24 1/2	26	27 1/2	29
Fit bust	30	31	32 1/2	33 1/2	36 1/2
Dress length	39 1/2	40 1/2	41	41 1/2	42

Catalog numbers marked * shipped from
P. O. Box 1000, Berkeley, Calif.
Shipped from Seattle, Wash., and
Honolulu, May 1937, and from
Chicago, Sept. 1937, by
express or air mail.



The Anne Howe polka-dot in a 15" waist model has a front zipper closure. It features a wide belt and a front zipper closure. It is available in sizes 9, 11, 13, 15. Hand washable. Use Len. Sizes 9, 11, 13, 15. size scale. Shipping weight, 1 pound. Navy with white trimming \$4.98. Red with white trimming \$4.98.



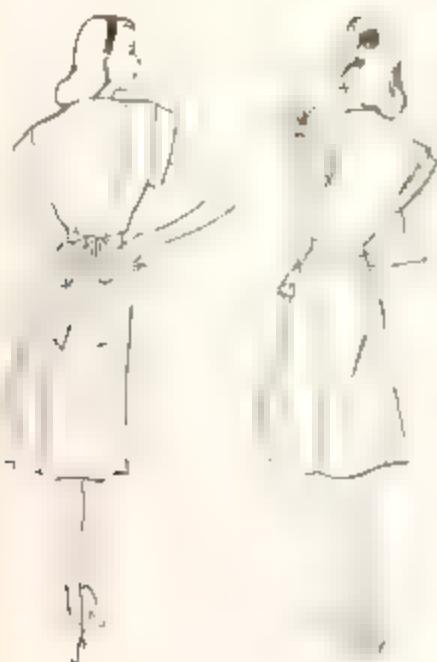
Catalog numbers marked * shipped from Philadelphia or Kansas City. Order pay postage from *Sears* nearest mail order house.

ALST PAGE 29 - DRESSES

JUNIORS . .

*Captivating dresses
to dance right through
the seasons and
bring you pretty
compliments . . in fine
alpaca-type rayon crepe
with workmanship
and extra young
detailing that give a
dress the smooth
more expensive look
you like . . but notice
their price tag
is thriftily marked*

\$7.50



Catalog numbers marked * shipped from Philadelphia or Kansas City Center and pay postage from Sears nearest mail order house. Buy what you want when you need it—wear it all year or any day. See inside back cover for details.

30 . . SEARS, ROEBUCK AND CO. MAIL



The basque-waisted dress in fine alpaca-type rayon crepe is spiced with contrast where it cravats over bows at shoulders wide bands on new extension sleeves. Metal through the middle with a long line of buttons from deep V neckline. Center front waist gathers. Dry clean. Sizes 2, 4, 6, 8, 10, 12, 14. Scale page 75. Weight Shipping weight, 3 lb. King ♦ 2 E 4-5 Light gray with bows trim \$7.50 ♦ 3 E 4-6 Black with bows \$7.50 ♦ 4 E 4-6 Light navy \$7.50

The square-necked dress in rich alpaca-type rayon crepe has wonderful shoulders, a neatly belted middle and a slightly flared skirt below the perky peplum. Starch white eyelet embroidery has contrasting ribbon running through it. Talon zipper placket. Dry clean. Sizes: 9, 11, 13, 15, 17; size scale, page 25. Please state size. Shipping weight, 1 pound 8 ounces. ♦ 3 E 4-20—Light gray \$7.50 ♦ 3 E 4-21—Navy blue \$7.50 Available after February 1, 1946.



\$7.98

Broad-bound 2-piece in Labtex rayon, faulé-type fabric. Notched top has new extension sleeves posy trim. Skirt box pleated front, back. Dry clean. Sizes 9, 11, 13, 15, 17, scale page 25. *Size 9* \$7.98. *Size 11* \$7.98. *Size 13* \$7.98. *Size 15* \$7.98. *Size 17* \$7.98. Shipping weight, 1 pound 8 ounces.

#31 E 4025—Light blue	\$7.98
#31 E 4024—Bright yellow	\$7.98
#31 E 4027—Pink	\$7.98

\$8.98

The buttoned 2-piece in rich rayon bengaline has scallops, scallops everywhere. See its wonderful new keyhole neckline, its sparkling jewel type buttons. Marvelous fit to its top and smooth-buffed flaring skirt. Dry cleanable. *Size 9* \$8.98. *Size 11* \$8.98. *Size 13* \$8.98. *Size 15* \$8.98. *Size 17* \$8.98. *Size 9* \$8.98. *Size 11* \$8.98. *Size 13* \$8.98. *Size 15* \$8.98. *Size 17* \$8.98. Please state size. Shipping wt., 1 lb. 8 oz. #31 E 4030—Black \$8.98.

JUNIORS . .

Tempting two-pieces with jaunty style news for today's Junior miss . . one is charmingly feminine in rayon bengaline . . the other is softly casual in Labtex rayon . . you'll be proud of their fine tailoring . . the soft appealing touches that give them a brand new look . . and their low Sears prices



Catalog numbers marked * shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Everything at Sears is available on Easy Terms—see inside back cover.

SEE PAGE 31 . . DRESSES

JUNIORS

Count on cotton for that spic-span look the summer long . . . for noon or moon activities . . . brief sleeved to show off a smooth sun tan . . . taut waisted to show off your fine figure . . . they revive in a jiffy with a Lux sudsing . . . a small Sears price to pay for so much flattery

\$3.98

Everything about you will look fresh and clean and alive if you wear Cotton—the queen of summer fabrics. Sears has here a prize collection in popular materials, sun-glow patterns and colors. Styled especially for Juniors and featuring 2-piece and full-skirted dresses with no skimping on your pet ruffle, pocket or button decorations. Sears fine sewing insures clean finish inside as well as out, the steady stitching that holds up after countless washings, we recommend Lux suds.

Catalog numbers marked* shipped from Philadelphia or Kansas City Order and pay postage from Sears nearest mail order house. Buy now . . . buy the best. Sears Easy Terms are available if your order totals \$10 or more . . . see inside back cover for details.



\$3.98

The tablecloth check, a new 2-piece in fine woven cotton gingham ("woven" means pattern is there to stay). Heart-high pockets sprout foamy white cotton pique bands. Button-front cardigan tops a classic buck-pleated skirt. Washfast. Sizes 9, 11, 13, 15, 17, size scale, page 28. State size. Shpg. wt., 1 lb. 8 oz.
*27 E 8312—Green-and-white check \$3.98
*27 E 8313—Red-and-white check \$3.98
*27 E 8314—Brown-and-white check \$3.98

\$3.98

The striped 2-piece comes in crisp Sanforized cotton pique (max. shrinkage 1%). Its collar is taken from a gob's suit. There is fashion news in its flip-back cuff sleeves and cuff pockets . . . all touched off with buttons. Skirt has a pleat trio in front. Hand wash, use Lux. Sizes 9, 11, 13, 15, size scale, page 28. Please state size. Shpg. wt., 1 lb. 8 oz.
*27 E 8315—Red-and-white stripe . . . \$3.98
*27 E 8316—Navy blue-and-white stripe \$3.98



\$3.98

The pinefore dress, a pre-shrunk cotton gingham special (max. shrinkage, 3%) in a bright plaid on white ground. See how generous we've been with those flutter-ruffles edged in ric-rac. Gathers below the waist-hugging midriff to give you a dancewide skirt. But tons to waist in back. Pattern woven to stay. Hand wash. Sizes: 9, 11, 13, 15, scale, page 28. State size. Shpg. wt., 1 lb. #27 E 8318—Red-and-blue plaid \$3.98

\$3.98

The petticoat-ruffle dress in Sanforized cotton chambray (max shrink, 1%) is "on the square" with its neckline and pockets. Fitted bodice, gathered skirt bullops out from waistline. Perky striped ruffles, finished with ric-rac. Button back closing. Washable. Sizes: 9, 11, 13, 15, scale, page 28. State size. Shpg. wt., 1 lb. #27 E 8320—Med. rose, rose-and-white trim #27 E 8321—Med. blue, blue-and-white trim Each \$3.98

\$3.98

The window-pane check in crinkly printed seersucker has newest shoulder-into-sleeve treatment. Wonderful neckline and huge pockets trimmed with bias check and ric-rac. Set-in bias belt with white trim nips waistline. Button back closing to waist. Washable. Sizes 9, 11, 13, 15, 17; size scale, page 28. State size. Shpg. wt., 1 lb. #27 E 8323—Brown-and-white check \$3.98 #27 E 8324—Red-and-white check \$3.98 Available after Feb. 1, 1946

Numbers marked * shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

ALL PAGE 33 . . DRESSES



There's headline news in the lively colors and bright fashion notes of these hand washable, easy to Lux JUNIORS in rayon and cotton, spun rayon . . .

\$2.98

Square neck, pretty as a picture on new fitted basque waist. White embroidery dramatizes neck and sleeves. Soft bows on gathered skirt. Back tie. Rayon and cotton. Sizes 9, 11, 13, 15, 17. Scale page 28. State size. Shpg wt. 1 lb. 8 oz. #31 E 4055—Bright rose \$2.98 #31 E 4056—Aqua blue \$2.98 Available after Feb. 1, 1946.

\$2.98

Short-sleeved dress rates high in smartness with softer lines. Sami stripes. Extended sleeves. Leather-like black belt. Rayon and cotton. Sizes 9, 11, 13, 15, 17. Scale page 28. State size. Shpg wt. 1 lb. 8 oz. #31 E 4060—Light green with black #31 E 4061—Pink with black Each \$2.98 Available after Feb. 1, 1946.

\$3.98

Button-front set is flashed with white on coat in buttons from neck to hem. Two buttons on sleeve. Novelty fabric belt. Shirting on skirt front. Spun rayon. Sizes 9, 11, 13, 15, 17. Scale page 28. State size. Shpg wt. 1 lb. 8 oz. #31 E 4050—Light green \$3.98 #31 E 4051—Bright yellow \$3.98 Each \$3.98

\$3.98

Princess dress has cardigan neck. Contrasting color in scallops from shoulder to below waist, ending in graceful bow. Black tie. Spun rayon. Sizes 9, 11, 13, 15, 17. Scale page 28. State size. Shpg wt. 1 lb. 8 oz. #31 E 4045—Light blue with navy #31 E 4046—Bright rose with navy Each \$3.98



**JUNIOR hit parade of washable cottons . . . every one
is designed with the easy casual look young America
loves . . . and they're thriftily yours . . .**

100%

\$2.98

\$2.98

\$3.98

Candy stripe Sanforized cotton (max. shrink. 1%). White cotton edging adds sparkle to make-believe flap pockets on top, skirt pockets. Sizes: 9, 11, 13, 15; scale, page 28. State size. Shpg. wt., 1 lb. ♦27 E 8325—Red and white \$2.98 ♦27 E 8324—Blue and white \$2.98 ♦27 E 8327—Brown and white \$2.98

Button-front in woven checked gingham has a perky look with its cuffed cap sleeves, rounded pocket and whiteling waistband all cleverly cut on the bias. Gathers on skirt front. Sizes: 9, 11, 13, 15, 17; scale, page 28. State size. Shpg. wt., 1 lb. ♦27 E 8328—Red and white \$2.98 ♦27 E 8329—Green and white \$2.98

Shortwaist dress rates a fashion plus with its two-color stripes . . . wide set in pockets that button . . . and its gathered skirt. Sanforized woven chambray (max. shrink. 1%). Sizes: 11, 13, 15, 17; scale, page 28. State size. Shipping weight, 1 lb. ♦27 E 8330—Gray with red \$2.98 ♦27 E 8331—Aquablue, brown \$2.98

Border print enchantment with squared neckline cut in dainty twin scallops. Has wide midriff that sleeks in your middle. Cotton crinkle pre-shrunk (max. shrink. 3%). Side placket. Sizes: 9, 11, 13, 15; scale, page 28. State size. Shpg. wt., 1 lb. ♦27 E 8333—Light blue \$3.98 ♦27 E 8334—Light yellow \$3.98

Catalog numbers marked ♦ shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house.

SEE PAGE 35 . . . DRESSES



**Half-size Dresses...specially styled and cut to flatter women 5 ft. 4 in.
or under...eliminate costly alterations...Lux keeps them fresh**

\$3.98

The button-front dress in rayon and cotton is hand washable; use Lux. Uses black stripes figure-wisely. Handsome shirt collar, soft shirring. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, scale on opposite page. Please state size. Shipping weight, 1 pound 8 ounces.
 #31 E 4800—Pink with black stripe
 #31 E 4801—Light blue with black stripe
 Each \$3.98

Available after February 1, 1946

\$3.98

The square-necked dress in fine spun rayon has a front peplum to give it a smart 2-piece look. Rich embroidery touches. Hand wash, use gentle Lux. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, size scale on opposite page. Please state size. Shipping weight, 1 pound 8 ounces.

#31 E 4803—Medium blue . . . \$3.98
 #31 E 4806—Medium rose . . . \$3.98

Available after February 1, 1946

\$3.49

The cardigan-necked dress in spun rayon accents its slim lines with dazzling white. Buttons down the front. Hand wash. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½. Scale, opposite page. Size 3½. Shpg. wt. 1 lb 8 oz.
 #31 E 4810—Med. blue, white print
 #31 E 4811—Med. rose, white print
 #31 E 4812—Med. green, white print
 Each \$3.49

Available after February 1, 1946

\$3.49

Button-front has new scalloped collar, leather-like belt. Fine 50% rayon, 50% cotton fabric is hand washable, use mild Lux suds. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½. Scale, opposite page. Please state size. Shipping weight, 1 pound 8 ounces.
 #31 E 4813—Aqua blue . . . \$3.49
 #31 E 4816—Medium rose . . . \$3.49
 #31 E 4817—Gold \$3.49

Available after February 1, 1946

**Half-size fashions for
5 feet 4 $\frac{1}{2}$ and under...
proportioned for the
shorter figure to give
good fit, good fashion...
in youthful lines that
make you look taller,
slimmer... dressy
alpaca-type rayon crepe**

Dresses on this page available after
February 1, 1946

\$7.98

A The heart-necked dress in rich alpaca-type rayon crepe clusters soft folds of fabric at your shoulders, and is a slim sheath to below waistline. Wonderful dropped-shirred skirt treatment. Zip placket. Dry clean. Sizes: 14 $\frac{1}{2}$, 16 $\frac{1}{2}$, 18 $\frac{1}{2}$, 20 $\frac{1}{2}$, 22 $\frac{1}{2}$, 24 $\frac{1}{2}$, 26 $\frac{1}{2}$, size scale below. Please state size. Shipping weight, 1 pound 8 ounces.
♦31 E 4820—Medium gray \$7.98
♦31 E 4821—Navy blue \$7.98

\$8.98

B The tie-bow dress in luxurious alpaca-type rayon crepe treats its bodice like a bolero to give it a smart 2-piece look. Embroidery splashed over it with a lavish hand. Attached vestee is in stunning contrasting color. Flared gored skirt, side zip placket. Dry clean. Sizes: 14 $\frac{1}{2}$, 16 $\frac{1}{2}$, 18 $\frac{1}{2}$, 20 $\frac{1}{2}$, 22 $\frac{1}{2}$, 24 $\frac{1}{2}$, 26 $\frac{1}{2}$, size scale below. Please state size. Shipping weight, 1 pound 12 ounces.
♦31 E 4825—Navy with light blue \$8.98
♦31 E 4826—Black with pink \$8.98

Half-size scale—for the slightly shorter, slightly taller figure. Measure carefully—then order your exact size.
Order size: 14 $\frac{1}{2}$ 16 $\frac{1}{2}$ 18 $\frac{1}{2}$ 20 $\frac{1}{2}$ 22 $\frac{1}{2}$ 24 $\frac{1}{2}$ 26 $\frac{1}{2}$
If hips are: 38 40 42 44 46 47 $\frac{1}{2}$ 49 in.
If waist is: 29 31 33 35 37 39 41 in.
If bust is: 35 37 39 41 43 45 47 in.
Length in.: 41 $\frac{1}{2}$ 42 42 $\frac{1}{2}$ 42 $\frac{1}{2}$ 43 43 $\frac{1}{2}$ 44 in.

Catalog numbers marked ♦ are shipped from Philadelphia or Kansas City. Order, pay postage from Sears nearest mail order house. Buy the best... Easy Terms are available. See inside back cover.



A The Heart-necked Dress \$7.98

B The Tie-bow Dress \$8.98

Kerrybrooke \$5.98

Sears Famous Half Size Dresses

**Attention 5-feet-4's and under..
Sears half sizes are for you..
they make you look slimmer,
taller, younger..all without
expensive alterations..
plus the added features of
fine tailoring listed below..**

- **WAISTINES.** Yokes and shoulder seams are lapped.
 - **All SEAMS** are pinked. Side seams are pressed open and $\frac{3}{8}$ -inch wide to allow for easy letting out.
 - **SLEEVES** have deep, blind stitched hems.
 - **SEAT HEMS** blind stitched, 2 inches deep for lengthening * Fine stitching throughout each garment.
 - **SHOULDER PAOS** of a fine quality are detachable.
 - **CLOSE-STITCHED** buttonholes are uniformly spaced.
 - **NATIONALLY KNOWN** laboratory tested fabrics.

A The button-front dress in lovely Ramon Sheer rayon is noted for its simple good looks and easy lines. Has just the right amount of fullness in bodice and sweep to its gored skirt. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, scale on page 37. Stain size. Shpg. wt., 1 lb. 3 oz.
 •31 E 4830—Aqua blue •31 E 4832—Light gold
 •31 E 4831—Medium gray Each, \$5.75
 Available after Feb. 1st, 1946.

4 The polka-dot dress in Crown-tested French-type rayon crepe. Stunning color contrast achieves that long-line redingote look . . . slim strips trimmed with shiny buttons are added for show. Has the clean shirt-top lines you love. Smooth side placket closing. Dry clean. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½, size scale on page 37. Please state size. Shipping weight, 1 pound 8 ounces.

•31 E 4835—Gray with fuchsia (purplish rose) \$5.98
 •31 E 4834—Navy blue with medium green \$5.98

C	The side-buttoned dress in a crisp-bodied spun rayon cloth, that is hand washable; size L/X. Deep-diving scalloped neckline is adorned with embroidery and big bow tie. Sizes: 14½, 16½, 18½, 20½, 22½, 24½, 26½; size scale on page 37. Please state size. Shipping weight, 1 lb. 8 oz.
•31 E 4840—Aqua blue	\$3.98
•31 E 4841—Medium rose	\$3.98

Available after Feb 1st 1946

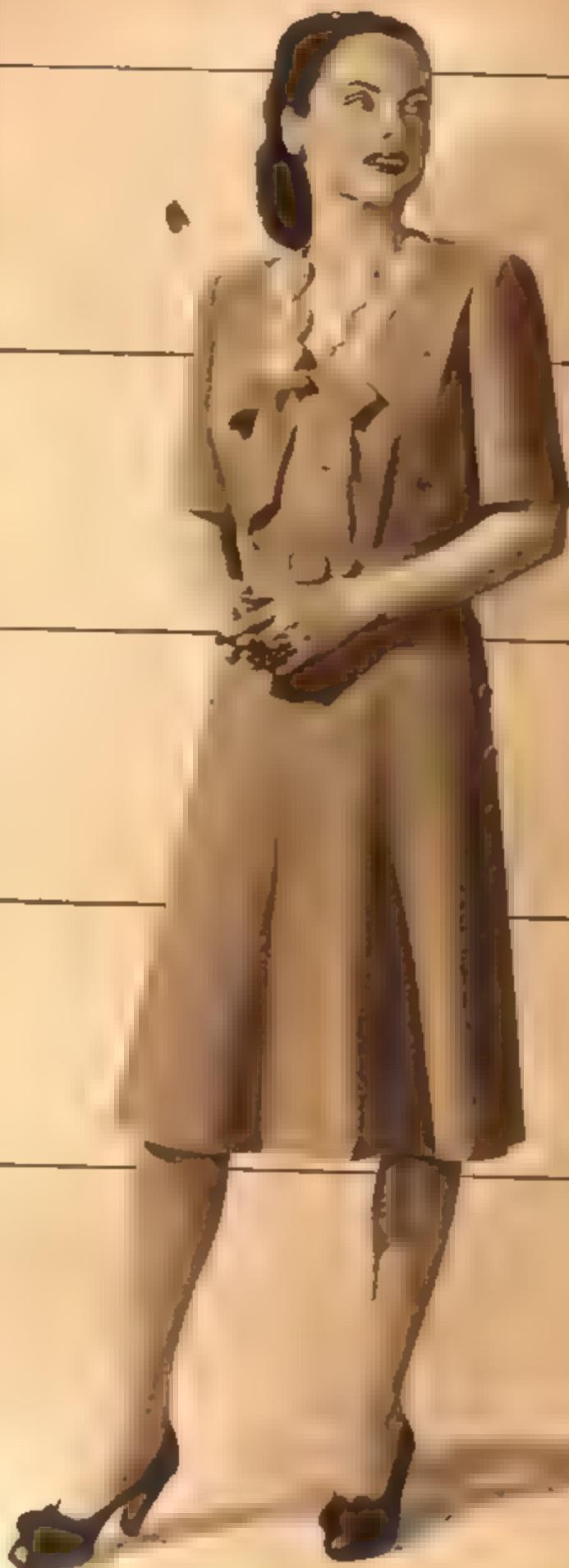
A The Bottom-front Drive \$5.95





The Polka Dot Dress \$5.98

Everything at Sears is available on Easy Terms - the easy way to buy - see inside back cover for complete details.



The Side-Buttoned Dress \$5.98

SEE PAGE 39 . . DRESSES

Kerrybrooke \$5.98
Each
Sears Famous Dresses
In sizes 34 to 52; 14½ to 26½

**Crown-tested French-type
rayon crepe proudly boasts
Sears superior Kerrybrooke
tailoring . . hand wash
separately; use Lux.**

- WAISTINES, YOKES and shoulder seams are lapped
- ALL SEAMS pinked. Side seams are pressed open $\frac{1}{8}$ -inch wide to allow for easy letting out
- SLEEVE BOTTOMS have deep, blind stitched hems
- SKIRT HEMS are blind stitched, 2 inches deep for lengthening • Fine stitching throughout
- SHOULDER PADS of a fine quality are detachable
- TAION ZIPPER plackets Close-stitched buttonholes
- NATIONALLY KNOWN laboratory tested fabric



Crown-Tested French-type rayon crepe is a smooth, long-wearing fabric identified by the Crown-Tested tag. Tests show it will not change visibly in color, texture or shrink in size more than 2%. If instructions for care and hand washing are carefully followed, we recommend Lux.

A Women, Half Sizes. Two piece effect dress has allover front placket. Detachable white dickey. Skirt has 4 pleats. French-type rayon crepe. Shpg. \$1. ea. 14½-26½. Women's sizes 34, 36, 38, 1 Half size 44, 6½-14½, 40, 42, 44, size scale on 1 20½, 22½, 24, 26, 28, page 51. Please see size scale, page 31. Note: * \$3 E4600 Med. green \$5.98 *3 E4845 Med. green \$5.98 *3 E4601 Med. navy \$5.98 *3 E4846 Med. navy \$5.98 *3 E4602 Med. navy \$5.98 *3 E4847 Med. blue \$5.98

B Women, Half Sizes. Self looping in scroll design trim. V-neck ending in two bows. Shoulder shrug. French-type rayon crepe. Shpg. \$1. ea. 14½-26½. Women's sizes 34, 36, 38, 1 Half size 44, 6½-14½, 40, 42, 44, size scale on 1 20½, 22½, 24, 26, 28, page 51. Please see size scale, page 31. Note: *3 E4605 Med. gray \$5.98 *3 E4606 Med. rose \$5.98 *3 E4606 Med. rose \$5.98 *3 E4607 Med. blue \$5.98 *3 E4852 Med. blue \$5.98

C Women, Larger Women. Button front and with belt. Detachable dickey. French-type rayon crepe. Shpg. \$1. ea. 14½-26½. Women's sizes 34, 36, 38, 1 Larger women 40, 42, 44, size scale on 1 20½, 22½, 24, 26, 28, page 51. Please see size scale, page 31. Note: *3 E4600 Med. rose \$5.98 *3 E4601 Med. rose \$5.98 *3 E4602 Navy blue \$5.98 *3 E4850 Navy blue \$5.98

Order numbers marked * in size scale. Please add \$1.00 for postage and handling on each order. Please use the size scale on page 31 for larger sizes. Using these terms see Order Book, page 102.





**Women's dresses in
Mallinson's superior rayon
fabrics... we chose
costly-looking rayon crepe
for dress-up magic and
crush-resistant Cruisaline
in bright prints for
dramatic simplicity... then we
priced them in keeping with
Sears value-giving policy**

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A Two-color triumph in dress-up magic gives a bright new season look. We've done the yoke in delicate pastel for sheer feminine flattery, then we set it off with fancy batons marching across the bottom fold. Self fabric buckle belt. Graceful hating gored skirt. Mallinson fine quality rayon crepe for four-season wear. TAISON zipper placket. Dry clean. Sizes, 34, 36, 38, 40, 42, 44, size scale on page 31. Please state size. Shipping weight, 1 lb. 8 oz. #31 E 4615—Navy blue with light blue \$7.98
#31 E 4616—Black with pink \$7.98

Available after February 1, 1940

B  Surplice dress scores fashion wise with smart fold that goes from waist to hem. Gathers set on yoke are fitted at waist with trim darts. Side pleats on skirt front, gored back. Rayon Cruisaline in gay print. Zipper placket. Hand wash separately; use Lux. Sizes, 34, 36, 38, 40, 42, 44, size scale, page 31. State size. Shipping weight, 1 pound 8 ounces. #31 E 4620—Light blue with brown print \$7.98
#31 E 4621—Medium gray with white print ... \$7.98

C  Button-front has magical beauty in its diamond shaped neckline... striking novelty print and long, slim lines. Curved set-in side pockets add interest to graceful gored skirt. Self twin-buckle belt, covered buttons. Rayon Cruisaline. Hand wash separately; use Lux. Sizes, 34, 36, 38, 40, 42, 44, size, page 31. State size. Shpg wt, 1 lb. 8 oz. #31 E 4625—Aqua blue with gold print ... \$7.98
#31 E 4626—Medium gray with red print ... \$7.98

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B

C

Kerrybrooke \$5.98

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Sears Famous Women's Dresses

**Bemberg* rayon sheer
in figure-slenderizing prints
is tops for Spring through
Summer wear, especially when
it's teamed with the precise
tailoring that goes into
Sears Kerrybrookes . . just
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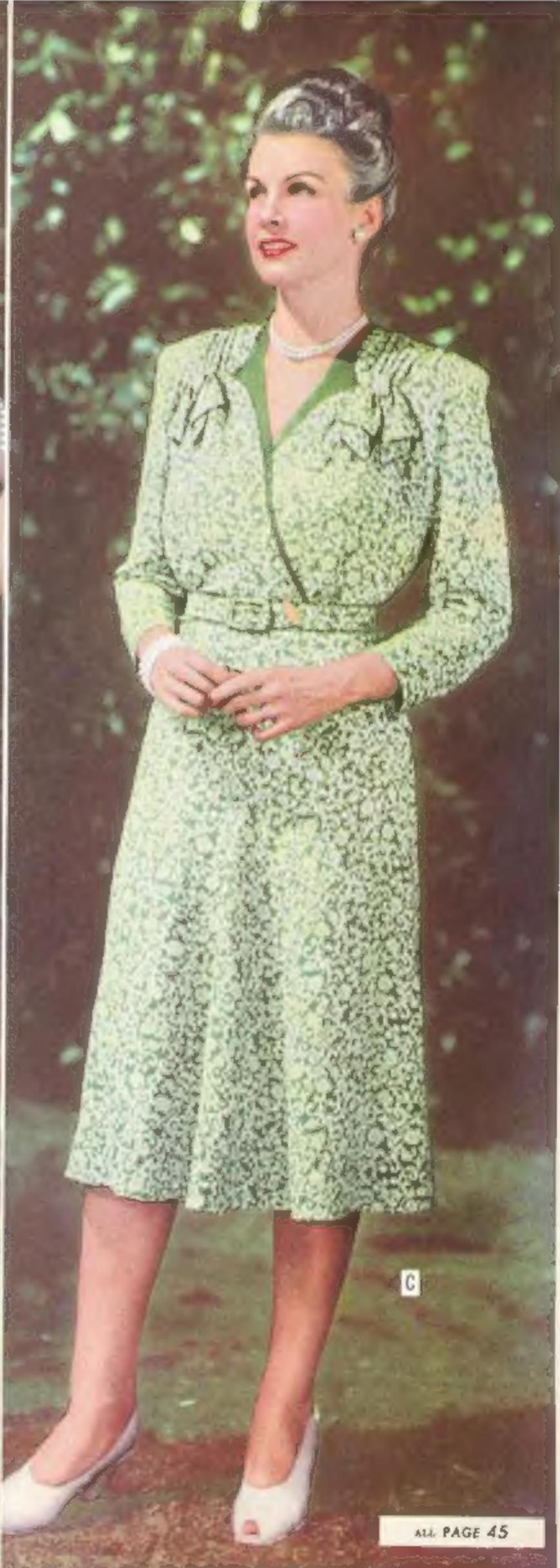
A Two-piece effect dress is a picture of loveliness with self ruffles edging the petal collar down to waist and shaping a front peplum effect on gored skirt. Bracelet sleeves. Bemberg rayon print. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 51. State size. Shpg. wt., 1 lb. 8 oz. *31E4630-Med. blue *31E4631-Med. green. Ea. \$5.98

B Button-front has charming roll collar edged with white ruching. Self corded is looped into flower pocket effect. All-round gored skirt. Self belt. Bemberg rayon in polka dot. Sizes: 34, 36, 38, 40, 42, 44; scale on page 51. State size. Shipping weight, 1 lb. 8 oz. *31E4635-Med. gray *31E4636-Navy blue. Ea. \$5.98

C Slimming surplice neckline is edged with dainty rayon sheer. Shoulder gathers are caught with bow drawn through ring. Bracelet sleeve. Gored skirt. Self belt. Bemberg rayon in scroll print. Sizes: 34, 36, 38, 40, 42, 44; scale, pg. 51. State size. Shpg. wt., 1 lb. 8 oz. *31E4640-Med. green *31E4641-Med. rose. Ea. \$5.98

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Gay border print in rayon jersey has significant fashion news with its bright coloring and beautifully simple styling. Soft roll collar. Tiny bows trim shoulder shirring. Dry clean. Sizes: 34, 36, 38, 40, 42, 44; size scale, page 51. State size. Shpg. wt., 1 lb. 8 oz. **431 E 4645**—White with fuchsia rose print **16.98**
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